

# Becoming a Digital Business:

4 Questions to Deliver Magical Digital Experiences





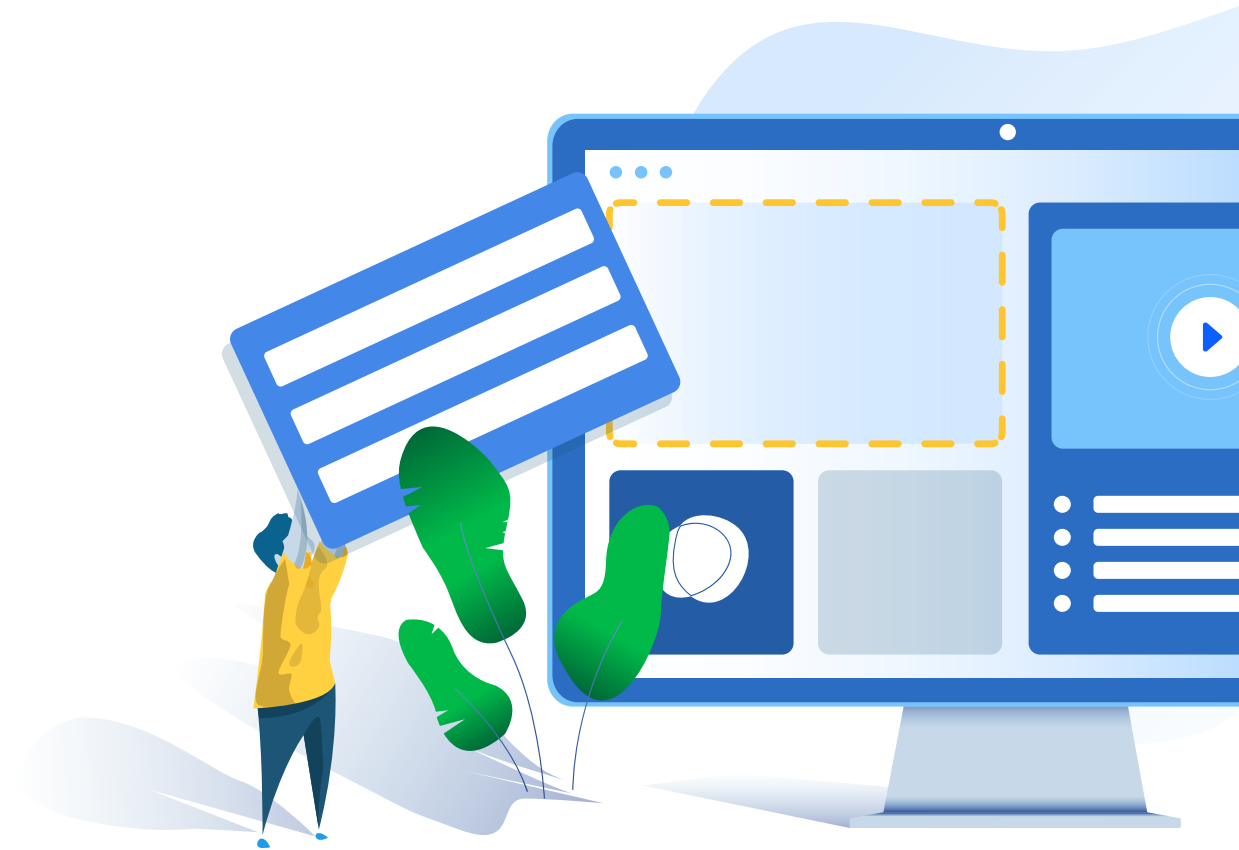
# Heigh ho! It's off to build digital experiences you go!

But it might not go quite as quickly as you'd thought. The pandemic has forced businesses to move online; however, survival has meant making the most critical services available online. However, all that is digital is not gold. Meaning that, while these experiences are a necessary step in the right direction, these are not the intuitive and sophisticated digital experiences your customers and employees are looking for.

If you want to elevate your digital experiences, start by asking the following four questions:

- 1** How can I generate more online revenue?
- 2** How can I reduce cost-to-serve?
- 3** How can I give my employees what they need to be highly effective?
- 4** How can I break down silos created by disparate technology?

Let us be your magic mirror and show you how to start crafting better digital experiences that will lead to a successful ever after.





# 1

## How Can I Generate More Revenue?

If we had the kiss to wake all revenue from its sleepy spell, we probably would be lounging on a beach somewhere with an umbrella drink in hand rather than authoring an e-book. And, while we may not have the single answer to this question, what we can tell you is that it's possible you're underutilizing the digital equity you have access to by only focusing on a website.

Of course, having a website is essential in developing an e-commerce strategy, but it's only the first step in truly creating the magical digital experience your clients expect and deserve. While the concept of an "experience" may feel like more of a B2C issue, the demand for B2B to impress, excite, and delight customers is higher than ever. Just take a look at the numbers:

**70-80%**

prefer remote human  
interactions or self-service<sup>1</sup>

**61%**

start their  
transactions online<sup>2</sup>

**69%**

want omnichannel and  
multichannel services<sup>3</sup>

<sup>1</sup> These Eight Charts Show How COVID-19 Has Changed B2B Sales Forever

<sup>2</sup> B2B Digital Commerce is at an Inflection Point

<sup>3</sup> B2B Digital Commerce is at an Inflection Point



B2B organizations can no longer compete on product or price. They need to take a note from what B2C organizations have done, and create an immersive, seamless, and enjoyable online experience. This cannot be done by a simple website with your business contact info plastered across each page.

Everything from an individual's first exposure to your brand on your website to the depth of your knowledge base to answer common questions will make a lasting impact, which will ultimately play a huge role in if you get past the "research" phase of consideration.

### How Do I Start Delivering Better B2B Experiences?

B2B buyers have much more complex needs and a longer buying journey. In order to both meet these needs, and continue to serve the customer well past purchase, sellers will need a solution that is designed from the beginning to manage the entire customer journey. Get started with these 7 best practices that will guide your journey for B2B E-commerce success.

[Take the First Steps Here](#) 



## 2 How Can I Reduce Cost-to-Serve?

You want to be a customer-focused organization, but most of what your service and support teams do is answer the same questions or solve the same very simple issues again and again. Rather than mining for rubies and gems, your team is spending so much time just cracking through the same rock day in and day out. Your team is tired. They want to contribute in a meaningful way and you want to help them reach their true potential.

On top of that, you're being pressured to constantly improve service while reducing cost-to-serve. You're between a rock and a hard place (to say the least).

Every business is seeking the treasure of superior experiences their customers desire and will come back for. However, actually hitting the motherlode will take a team strategically focused on digging in one particular area. Consider, if your people were able to direct their energy to the challenging, unique needs of each customer, wouldn't they be more effective and, in turn, the customer be more satisfied?



Let's go back to the numbers. Studies show that:

**81%**

of customers try to resolve problems on their own first.

Businesses can save up to

**\$8**

per contact in comparison to live channels.

**88%**

of customers expect companies to have a self-service portal.<sup>4</sup>

If you simply give individuals the avenue, their own pickaxe so to speak, they would be able to find those shallowly buried stones on their own. This can be quickly utilized in individual self-service capabilities like chatbots, FAQs, or video tutorials. However, these can quickly become disjointed and difficult to manage alongside other technologies. For businesses looking to adopt a long-term customer-centric strategy that also reduces cost-to-serve, they can unite these different channels through a [self-service customer portal](#).

### Help Customers Help Themselves

Additionally, self-service can take your customer experience to the next level, with the following 4 strategies.

[No Service like Self-Service](#) 

<sup>4</sup> Digital Self-Service Explained in Under 280 Characters





# 3 How Can I Give Employees What They Need to Be Highly Effective?

Top-performing businesses understand that becoming customer-centric requires becoming employee-centric first. If you don't take care of the individuals who make your machine run, how can you expect it to run efficiently?

So, what do your employees need to be effective? Take a peek at these insights:

**85%** are not engaged at work, bringing in 2.5x less revenue<sup>5</sup>

**86%** suffer from ineffective communication, causing workplace failures<sup>6</sup>

**49%** have trouble finding the information they need<sup>7</sup>

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<sup>5</sup> 8 Employee Engagement Statistics You Need to Know

<sup>6</sup> Employee Productivity Statistics

<sup>7</sup> Definitive Guide to America's Most Broken Processes



How absolutely frustrating is it to be asked to complete a task, judged by the quality of the task's completion, but not be given adequate tools to actually do the task or, worse, the knowledge of what to do? Many employees find themselves in this situation without a way to dig themselves out. While an intranet or two may have been introduced historically in organizations, there is a lack of adoption and a failure to pass the “will and means” test. Intranets can no longer be just cluttered file sharing sites or a page full of links. It's time to mend this leaky bucket of a technology for an integrated, single source of truth for the organization.

A modern intranet, while only a word a way from its wayward cousin, has a whole new arsenal of capabilities that make them much more fitted to the digital universe. Modern intranets deliver on the promises broken by legacy intranets. They provide the connection, reporting, and efficacy that businesses have been awaiting.

Modern intranets should also not be viewed as single portals but a connection of multiple experiences across the digital experience. Rather than thinking as we have in the past, that each intranet serves a single unique purpose, we need to see modern intranets as an integrated network of connected experiences.

### Turn Your Intranet into a Modern Tool

Want to make sure employees actually use and adopt your intranet?

[Follow These 6 Best Practices](#) 





# 4 How Can I Break Down Silos Created by Disparate Technology?

The silent villain of any growing organization's story is silos. Sure, we all make big plans and vow not to support silos, but it's challenging when the tech stack that supports each element of the organization is split across departments. So, we all

make that fatal mistake and bite into the apple. The good news is that you aren't alone in this mistake, and you can wake up from your dreamy state to see a day of unification across your company.

## Disparate legacy systems:

Use  
**60-80%**  
of IT budget for  
maintenance

Cause  
**80%**  
of executives'  
problems

Form  
**31%**  
of organizations'  
technology, on average

This enemy only grows in power as more and more technology gets added on, further complicating the maze of disparate technologies and preventing the digital transformation businesses desire.

What's missing to take down this villain is a flexible foundation that can bring systems, applications, and data together: an integration platform. By bring everything together on one platform, businesses will be able to:



Collect and store data across entire customer journey



Extend existing legacy systems to work alongside new technologies



Eliminate silos, saving IT time and resources

## What Can I Use to Bring Real Digital Transformation?

Don't let fragmented systems prevent your business from becoming a truly digital business. Learn more about the technologies that are designed to help make digital transformation a reality for your business.

[Make Digital Transformation a Reality](#) 



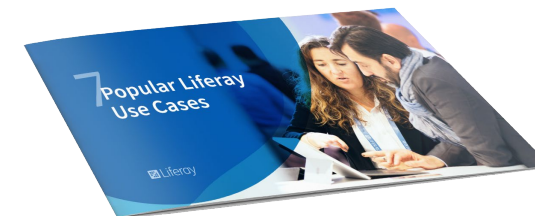




# Becoming the Fairest of Them All: Improving Digital Experiences

Now that you've gotten a taste of how to start delivering better digital experiences, you're probably wondering, what does this look like in practice?

Have no fear, we have gathered some of the most common use cases of Digital Experience tech in our e-book, 7 Popular Liferay Use Cases. See how a robust digital experience platform can help you craft the digital experiences of your dreams.



[Get Your Copy of the E-book Here](#) 



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